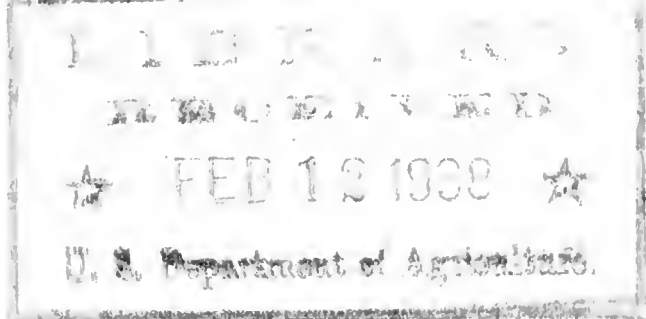


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# The "Wayzata" Everbearing Strawberry.

Season 1938



The Proven Leader of All Everbearers

## Origin.

The Wayzata was discovered in an experimental patch of Everbearers we had growing ten years ago. The name Wayzata was given to it by the public who asked for the "Wayzata" strawberries. We have no way of knowing exact origin.

## Merits And Characteristics.

**PLANT**—Has dark green leafed foliage. This characteristic has proven by extensive testing to be of great benefit to any strawberry plant, making the plant disease resistant. This with the healthy abundant root system supplies ample food for a heavy yield of exceptional fruit. More hardy than other varieties in withstanding severe cold and severe drought.

**BERRIES**—Immense size—bright color—have polished appearance—generally wedge-shaped, making them an easy packer and gives them an attractive appearance in any container.

**FLAVOR**—Far excels that of any other strawberry. Wins all who taste it.

**KEEPING QUALITIES**—Retains color, gloss and firmness several days after picking.

**YIELD OF FRUIT**—Outyields all other varieties both in quantity as well as in "dollar"-profits. Produced for us in the last five dry seasons from \$700 to as high \$1200 per acre. This is possible because the Wayzata brings from \$1.00 to \$2.00 more per 24 pint case than all everbearing strawberries including Gem and Mastodon.

## **Runner Production.**

A great deal has been said about the Wayzata not being a plant maker. Through ten years of growing and experimenting with this variety I have developed a method of fertilizing and care of these plants whereby I have been able to make them produce from 75,000 to 15,000 plants per acre through the driest seasons we have ever experienced in Minnesota with but little irrigation.

The Wayzata will grow equally well on clay, sand, or muck (peat) soils.

## **An All-Season Berry.**

Why set several varieties of strawberries when the Wayzata will give you an all season crop from June until the first hard freeze in the Fall? In setting spring varieties you have to wait from April until June of the next year for your first berries. In this Northern district your blossoms on these plants may be caught with a late frost and you will have no crop whatever. Wayzatas set in the spring will start fruiting in July the first season and continue until the first hard frost. The next spring they will give you a good crop of the finest flavored berries you can grow. This same patch with proper care after the June crop is harvested will produce another large crop of wonderful berries from August until the first freeze. This makes you three crops in 18 months' time. Set WAYZATAS and be sure of your berries through the entire season.

## **An Opportunity**

Wayzata offers an opportunity for any farmer or market gardener to realize a daily income from July 15th until the first hard freeze, as these berries will sell on sight on any market. Experiments made in 1937 show that Wayzatas are superior to any variety grown in middle west or northwestern states for commercial canning and preserves. Also for commercial freezing for winter use. Canning companies will buy Wayzatas in carload lots as soon as available. These two outstanding features make them more profitable for the commercial grower.

Start this spring with a setting of Wayzatas, one of the most profitable crops grown. Plant stock of this variety are still scarce. Order early and be sure to have your plants reserved.

NOTICE—These prices are prepaid on lots up to 250.

25 plants .....	\$ 1.30
50 plants .....	2.50
75 plants .....	3.00
100 plants .....	3.75
200 plants .....	6.00
300 plants .....	8.00
300 plants .....	8.00 F. O. B.
400 plants .....	10.50 F. O. B.
500 plants .....	12.50 F. O. B.
1000 plants .....	25.00 F. O. B.
Lots of 5000 or over at \$22.50 per thousand F. O. B.	

Wayzata.

No plants to offer at less than prices quoted.

These prices subject to change without notice.

Reference: Wayzata State Bank.

Phone: Wayzata 386J.

DISCOUNT for cash in full with order. 15% before March 15th, 10% before April 15th, 5% remainder of season. No discount for Canadian orders.

*% additional Discount to 4-H members when ordered through Club Leaders.*

## Waiver.

The planting and care of the Wayzata Plants sold by me being beyond my control I offer no guarantee whatsoever, other than the plants reach you in good condition and are true to name. If plants are damaged in transit or are not satisfactory, they must all be returned for replacement or refund.

Be sure to advise me when you want your plants shipped. It is usually April 1st to 15th before we can dig plants.

If your express office is different from your mailing address, please so state with your order.

## Comparison With Other Everbearings.

I have many inquiries asking me to compare them with some other variety of everbearing. The WAYZATA far excels the Progressive, Mastodon or recent introduction Gem in many ways. It is much hardier and disease resistant; the blossom stems are large and long, holding the berries well off the ground, is a much larger yielder, berries of a much higher quality and with a firmness that will stand shipping long distances without refrigeration. Other features of this wonderful berry are described more fully in other parts of this pamphlet.

## Why You Should Buy Your Wayzata Plants From Me.

I grow no other variety of strawberry (nor other nursery stock) so there will be no mixture of plants in your order.

These plants have all been cared for in the way of fertilization for berry production, well cultivated and irrigated with no dry weather setbacks. Each plant is well developed and ready to put out a large crop the first year.

My plants are runner plants from 1937 settings, no old crowns or crown divisions. Do not let anyone tell you that a year old crown (which are being offered by some growers) will do as well as runner plants.

My plant stock is State inspected and certified by the State of Minnesota and has been on certified list for past four seasons.

I pack your order right and guarantee it to reach in good setting condition.

I have built a reputation selling Wayzata plants and in order to maintain that reputation I cannot ship anything but the very best.

You are invited to visit my place at any time.

### HINTS ON GROWING OF THE WAYZATA STRAWBERRY PLANTS

The first consideration in setting a patch of Wayzata Strawberry plants is the lay of your land, and the condition of your soil. For any Everbearing one should avoid low, marshy ground, as these are the first to get early frosts. Fall plowing has proved to be of great benefit for raising strawberry plants. It is necessary to have a great amount of humus in the soil, either in legume crops or barnyard manure plowed under. It will always be profitable to add commercial fertilizer to any strawberry patch. Nitrogen and Phosphate being the two most needed. This can be applied, either before setting, or along the row system, after the plants show new growth. This can be used in amounts of from ten to twenty pounds each to the 100 feet of row. If applied after setting, it is best to put it on equal applications 15 to 20 days apart, being careful not to get it on the foliage, or closer than three to four inches from the plants. This can be broadcasted and hoed into the soil, or drilled along the sides of the row, with one of the many fertilizing machines.

In setting strawberry plants, your ground should be worked down to a good seed bed, either planked or rolled to firm the top of the soil. Rows should be spaced from two and one half to four feet, depending on the requirements of the individual grower. Plants may be set from 12 to 14 inches apart in the row. The plants should be pruned down to a single crown, removing all but two or three of the center leaves, and the roots trimmed to a length of two and a half to three inches. It is best to use a setting trowel, making hole big enough for your root spread, setting your plants with the top of the root



system on a level with the ground, being careful not to cover the crown with dirt. The **Wayzata** has a habit of putting up more than one crown, and if these crowns appear before the plants start runnering; they should be pruned back to a single crown. This will encourage runner growth. We have found that it is absolutely necessary to have a good, even set of runners on all plants. It is not necessary or advisable to prune your plants after first runner bud has appeared. This sounds like a trying piece of work, but as there is more or less work to be done in any strawberry patch, it only takes but very little time, when hoeing or removing blossom stems, to prune down a plant that shows signs of stooling. All blossom stems should be removed for a period of about sixty days, in order to get a maximum crop of both runners and fruit.

## THE CARE OF THE SECOND YEAR PATCH

When your **Wayzata** patch is one year old you will want to remove enough or all of your runner plants for a new bed, if you do not want to allow the plants to bear a June crop. You should remove all of the old blossom stems and foliage from these plants, and spray as soon as new foliage starts. These plants should be fertilized and cared for practically the same as a spring set patch. It is not necessary to remove blossom stems until a few berries have started to form. In this way you will get the bulk of your June crop of blossoms at one time over your patch.

If you do not remove all runner plants, and want to let this patch bear a June crop you should not cultivate or hoe these plants or disturb the ground any more than possible, while digging outside plants for new setting. Any weeds or foul growth in the patch should be dug by hand weeding. A good application of phosphate fertilizer applied in August or early September will help produce a larger berry crop the following June. After the June crop is picked this year-old patch should be thinned out and well hoed and cultivated, and will bear a crop again the same fall.

It is always necessary to spray or dust a strawberry patch of any variety. Your first spray should be applied as soon as the new growth starts in the spring, and continued at intervals of from ten days to two weeks, until the plants are allowed to set fruit. We use Calcium Arsenic or Arsenic of Lead and Bordeaux mixture in a combined spray or dust, in equal amounts of 3 lbs. each to 50 gallons of water or in dust form the same number of pounds to 25 pounds of hydrated lime. A spray or dust of these proportions will kill all leaf rollers, chewing insects or worms that feed on strawberries, and also prevent leaf rust or leaf spot from getting a start in the patches. It has also been found by experiment that Pyrethium dust can be used in fruiting patches for the control of leaf roller. This is a non poisonous dust and can be used with safety, even while fruit is ripening.

Any further information as to the caring or growing of strawberry plants that I have not mentioned in this list, will be given to the best of my ability, on request for same.

While the care of and growing of strawberry plants will be different in each locality where different climatic conditions



exist and different types of soil I have found that these rules apply in my immediate locality very well. Although I can not guarantee them to each grower, I believe them worthy of a trial.

**FRED W. BRADEN**

## **What Others Say:**

Pasadena, California, October 20, 1935.

Mr. Fred W. Braden,  
Wayzata, Minnesota.

Dear Sir: Received the 1,000 Wayzata Everbearers, Friday the 18th, in splendid shape. They looked like they had just been lifted from the ground. Southern California is not noted as a strawberry section and the further inland you go the harder it is on plants. We have six to eight months of very hot and dry weather. Last spring I purchased 3,500 Everbearing Strawberries, five varieties, including New Gem, Mastodon, etc. I picked more berries from the 117 Wayzata plants to date than all the rest of the Everbearers. This seems like an exaggerated statement, but it is a fact my neighbors will verify. If this statement were not true, you would not have received my order for 1,000 Wayzata plants at \$35.00 when I can buy Mastodons for \$5.00 and Gems for \$9.50 per thousand.

My three acres are located on S. H. No. 11, a boulevard with many thousand cars passing by daily. The city folks get a great kick out of picking their own strawberries and when they found this small patch of Wayzatas, would go no further, and would invariably go straight back to the Wayzata patch next time. The weather is now cooler and I picked eight boxes of Wayzatas yesterday and the vines are full of blooms and green fruit. Not once during the summer have I failed to pick berries from this patch.

Any prospective buyer of Wayzata could see with their own eyes what the plants will do in Southern California. I could not expect more and you need not hesitate to guarantee their fitness for this section. The evidence is right here before them if they care to look.

Respectfully,

H. F. WATSON, 1112 Linda Vista,  
Pasadena, California.

Wayzata plants were set out early this Spring without irrigation until late in the year and proved drought resistant while other varieties burned out.

The plants now (December 1st) show promise of a good crop in the Spring and coming Fall.

People in Sheboygan who bought these berries at our roadside stand simply went wild over them in enthusiasm to have June berries during the months of August, September and October.

HENRY GREGER, Sheboygan, Wis.

Brunswick, Maine, October 19, 1936.

Mr. Fred W. Braden,  
Wayzata, Minnesota.

My dear Sir: The three thousand Wayzata strawberry plants I bought of you last May came all the way from Minnesota in fine shape.

They started a lot of runners but we had a very dry spell which curtailed the number of runner plants very much. I have, however, some six to eight thousand fine runner plants.

Now as to fruit. The dry spell curtailed my yield at least one-third. I sold my first berries July 31 and up to October 12 I have sold \$112.78 of berries. In addition to this we have had all the berries on our table we wanted for a family of eight, five of whom are children, all of which are very fond of strawberries. We have also canned berries for our winter use.

October 13 and 14 we had a heavy frost which froze the ground more than an inch. This of course hurt the berries. I picked a quart yesterday, October 18th, which I will sell today. There are a lot of flowers and green berries on the plants and many quarts of ripe berries spoiled by the freeze.

A frost that will kill corn does not seem to hurt either blossoms or fruit, but if the ground freezes more than one inch it is about the end of the season's crop.

In my opinion the Wayzata is the most wonderful strawberry ever produced.

Yours truly,

E. A. ROGERS.

The strawberries you submitted, known as the Wayzata, have the best aroma and appearance of any strawberry I have ever seen. We made a jam test of them and it was good.

JOHN BAW,  
Griggs, Cooper & Company,  
St. Paul, Minn

**FRED W. BRADEN,**

**Wayzata, Minn.**

